

MEMO

DATE: 3/2/2006

TO: Community, Economic & Human Development (CEHD) Committee

FROM: Mark Butala, Compass Project Manager, butala@scag.ca.gov, 213-236-1945

SUBJECT: Compass 2% Strategy Implementation Update

SUMMARY:

John Fregonese of Fregonese Calthorpe Associates and consultant for SCAG will present to the Committee to review on-going efforts as part of the “Compass 2% Strategy Implementation, Integration with Growth Forecasting, and Input to the 2008 RTP Update” contract.

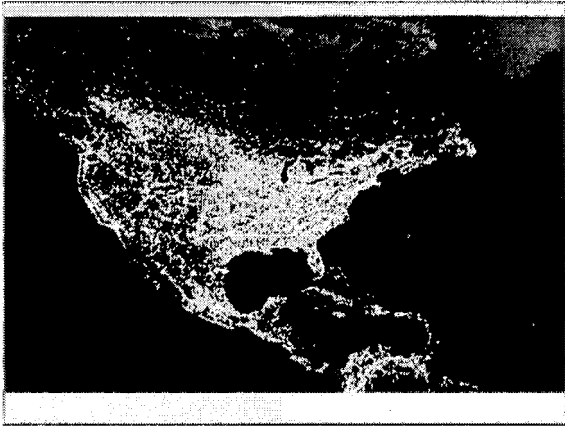
BACKGROUND:

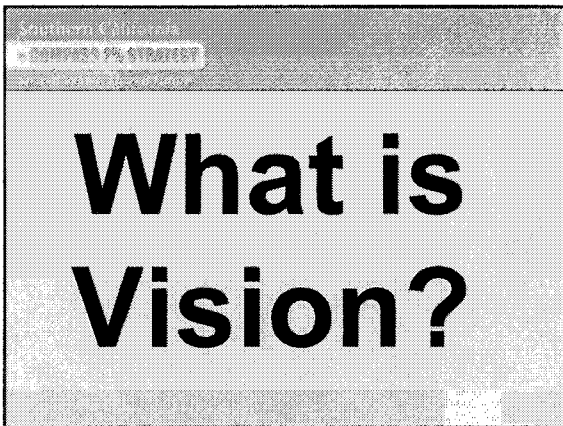
John Fregonese will present to the Committee to review on-going efforts as part of the “Compass 2% Strategy Implementation, Integration with Growth Forecasting, and Input to the 2008 RTP Update” contract. As there are several new members that were not on the committee during the Compass Visioning that was undertaken during 2003, Mr. Fregonese will include a brief overview and background of the Compass Vision in addition to current implementation efforts. The presentation will include:

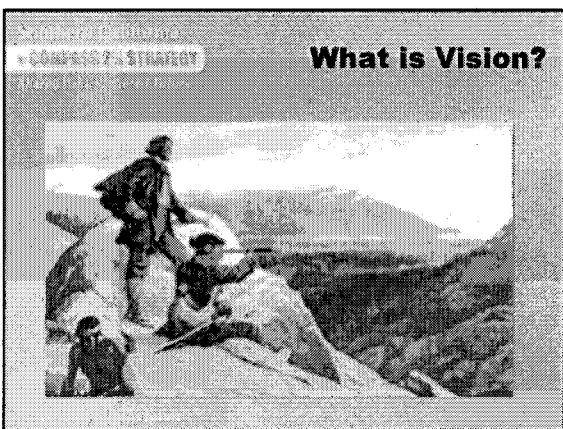
- **Regional visioning** – While many activities are best handled at the city level, no city in the Southland is an island; each relies on its partners for success.
- **The Compass Vision** – The Compass Vision and resulting 2% strategy has demonstrated significant benefits both regionally and locally. Mr. Fregonese will provide a brief recap of some of the potential land use and transportation benefits.
- **Compass Principles** – The 2% Strategy is built upon four main principles: *Mobility, Livability, Prosperity* and *Sustainability*. The presentation will highlight these principles and describe how they shape the vision and implementing strategies.
- **The 2% Strategy** – The Compass Vision illustrates how the region’s investment in roads and transit can be more efficiently utilized. The result is a vision in which relatively small areas of land can be planned or reshaped to create vibrant local places while simultaneously producing regional benefits in transportation and air quality.
- **Implementing the 2% Strategy** – The “Compass 2% Strategy Implementation, Integration with Growth Forecasting, and Input to the 2008 RTP Update” project comprises 4 key components:
 - *Component A* - Compass 2% Strategy refinement, implementation, consensus building and program marketing, including further development of the SCAG subregional program.
 - *Component B* - Develop partnerships with local governments, developers, non-profits, banking industry, etc. to initiate and complete 25-30 demonstrations projects throughout the SCAG region. Mr. Fregonese will discuss some of the types of assistance being offered and projects currently underway.
 - *Component C* - Develop a web-based interactive data and mapping tool for five counties acting as an extension of the existing LA LOTS program.

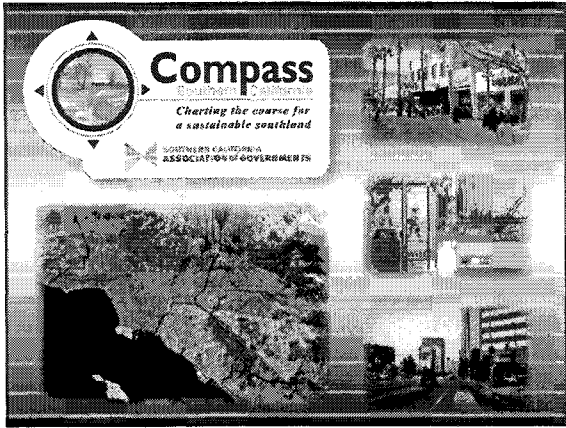
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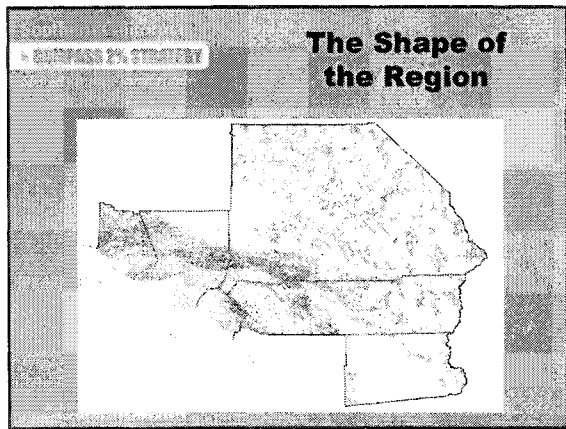
- *Component D* - The Compass scenario building process will be used to provide a GIS (computerized map) based interpretation of the forecast at a small scale, allowing the allocation to be evaluated by SCAG, local governments, and other interested parties. A workshop process will then be utilized to review and accept suggestions for alternative scenarios. An interactive and open format will be used in development of the RTP land use base, and to foster understanding of the updated 2% Strategy.

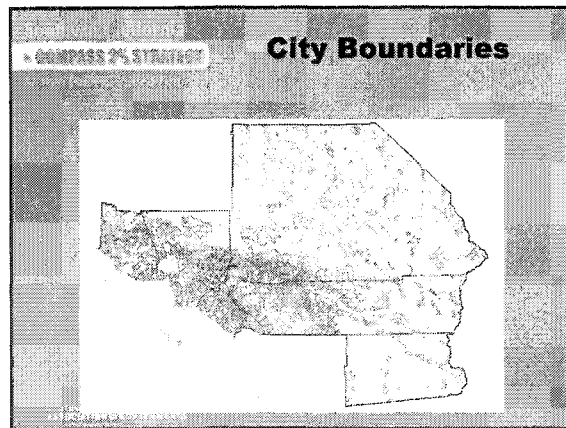


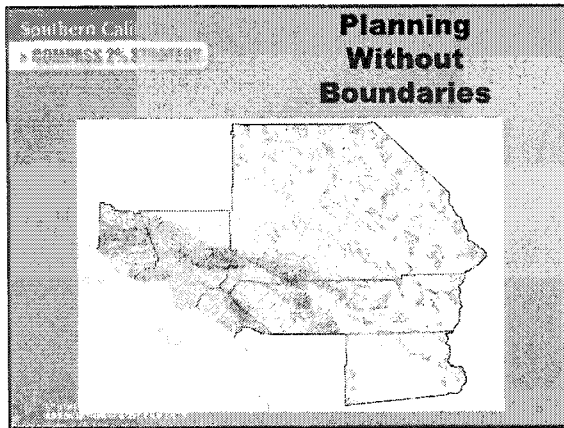




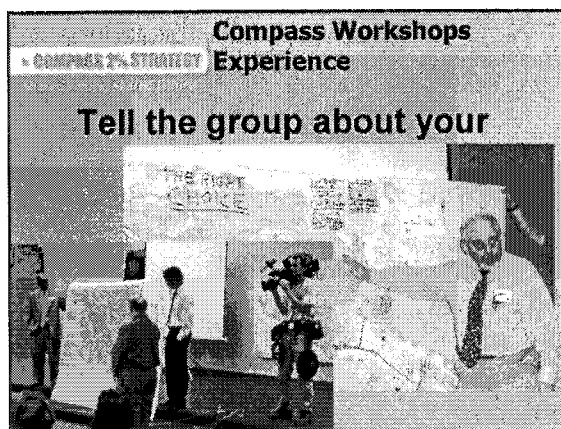


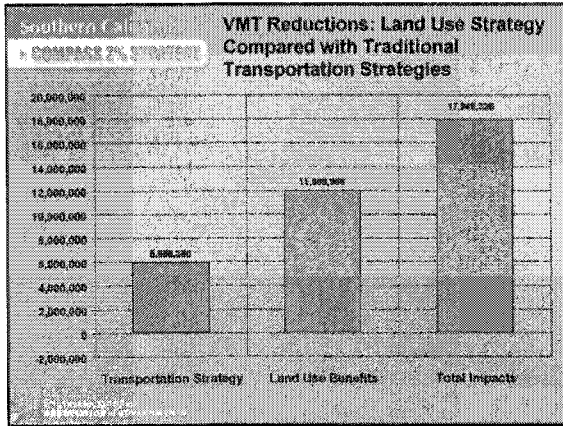


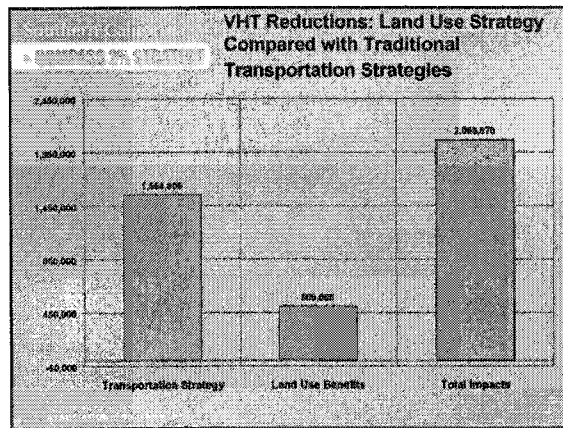


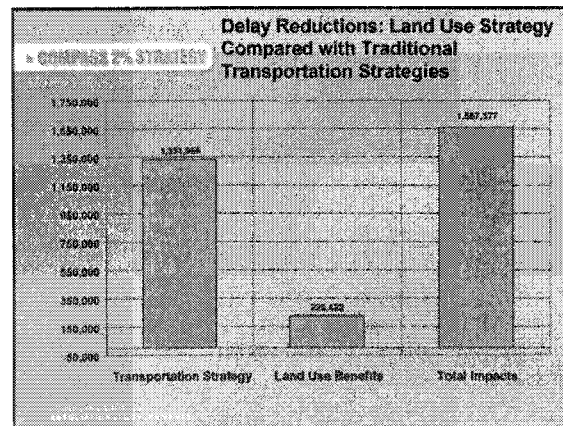


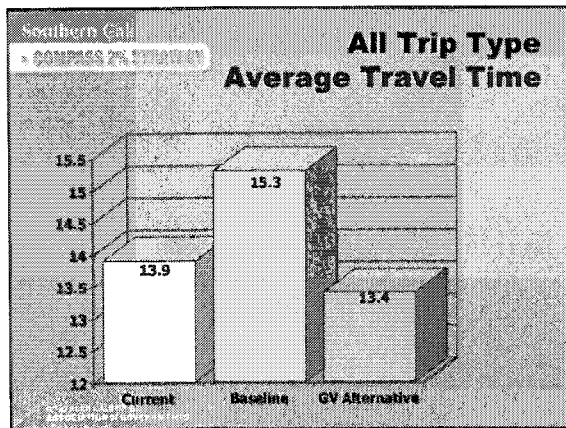












Transportation
Economy
Land Use

The 2% Strategy

Compass
Changing the course for a sustainable southland

Envisioning a Prosperous and Sustainable Southland

Southern Cal
COMPASS 2% STRATEGY

Four Overriding Principles


MOBILITY

- Locate new housing near existing jobs and new jobs near existing housing
- Encourage transit-oriented development
- Promote a variety of travel choices

Southern California
COMPASS 21 STRATEGY

Four Overriding Principles

LIVABILITY




- Promote infill development and redevelopment to revitalize existing communities
- Promote mixed-use development
- Promote walkable communities

STORMWATER

Southern California
COMPASS 21 STRATEGY

Four Overriding Principles

PROSPERITY



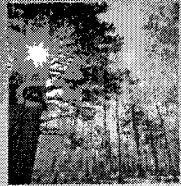
- Provide, in each community, a variety of housing types to meet the needs of all income levels
- Support educational opportunities that promote balanced growth
- Ensure environmental justice

STORMWATER

Southern California
COMPASS 21 STRATEGY

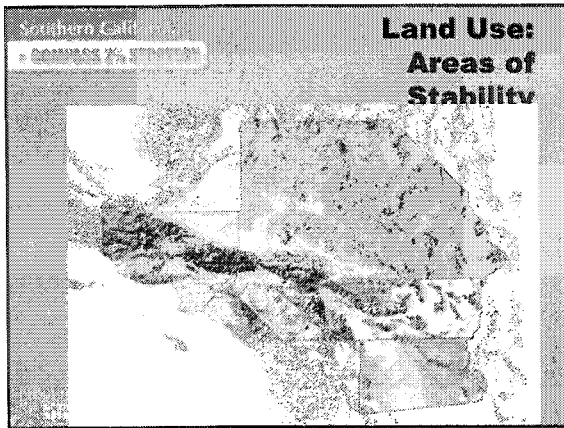
Four Overriding Principles

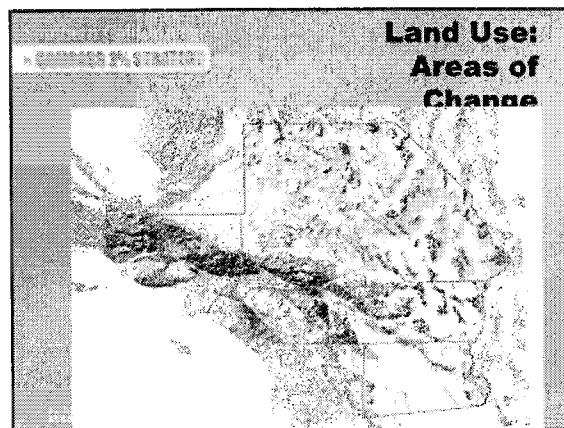
SUSTAINABILITY

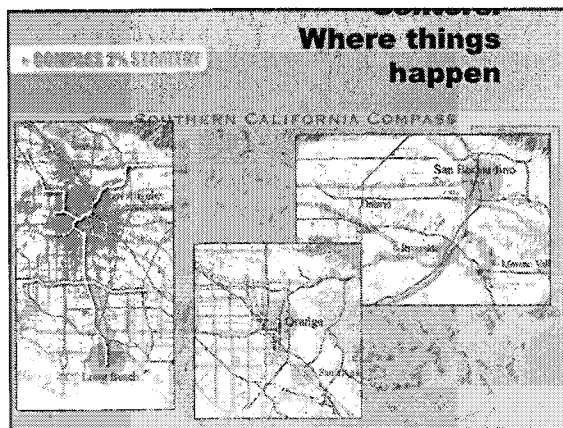


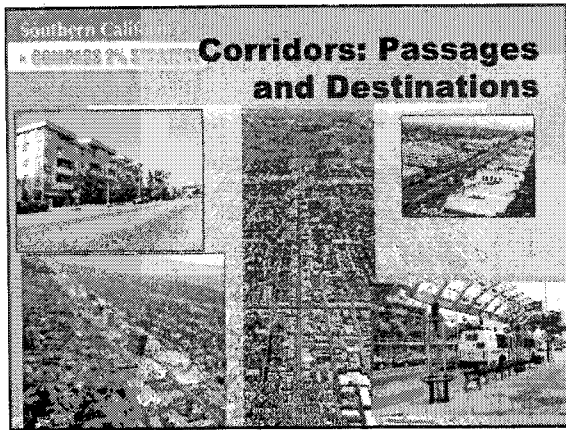
- Preserve rural, agricultural and environmentally sensitive areas
- Focus development in urban centers
- Develop strategies to accommodate growth that use resources efficiently, eliminate pollution and reduce waste

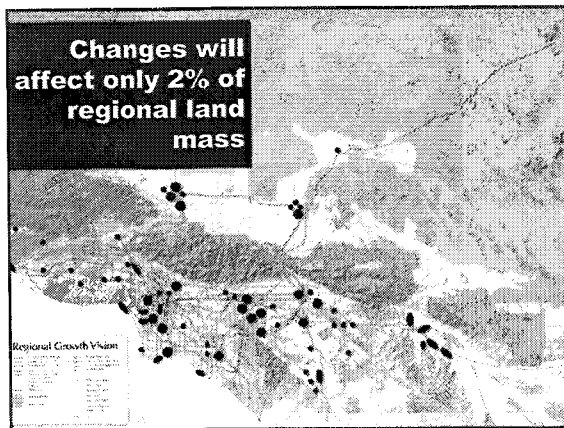
STORMWATER





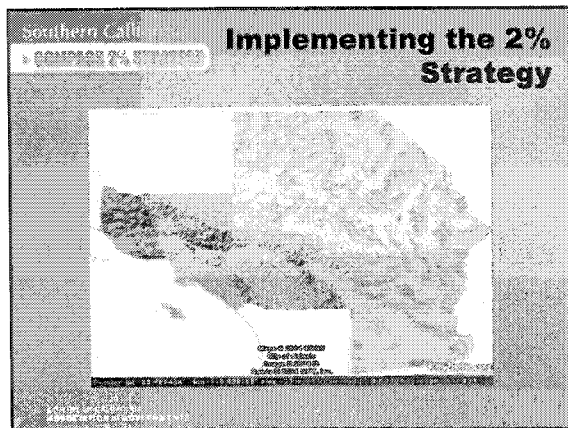




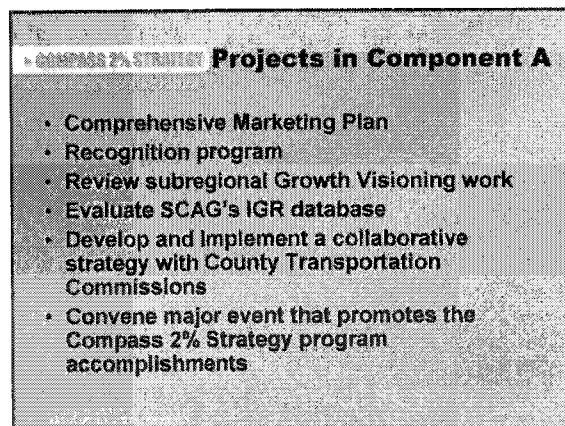


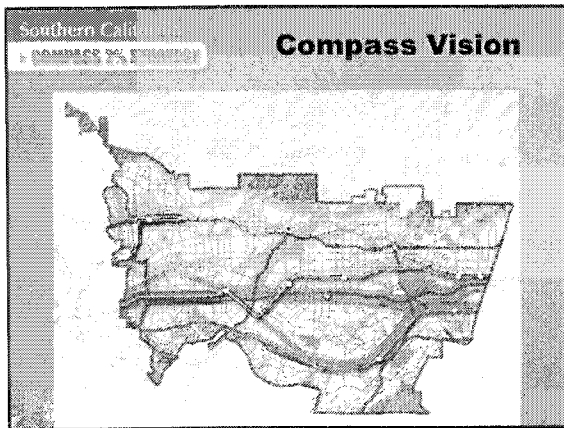
COMPASS 2% STRATEGY **2006-2007 Program**

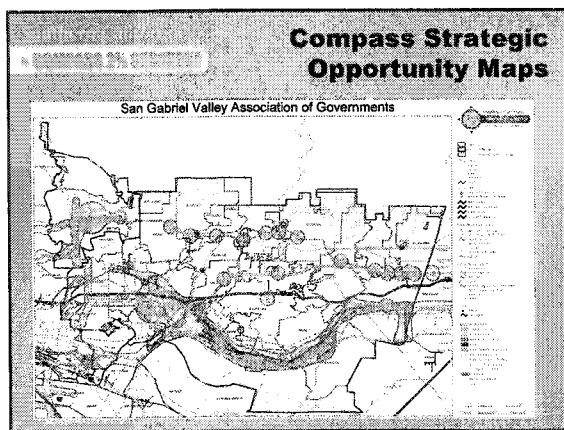
- Component A: 2% Strategy refinement, implementation, & program marketing
- Component B: Develop partnerships to initiate and complete 25-30 Demonstration Projects throughout the SCAG region
- Component C: Develop a web-based interactive data and mapping tool for 5 counties similar to and compatible with the existing LA LOTS program
- Component D: Assist SCAG staff in the development of the 2007 Growth Forecast

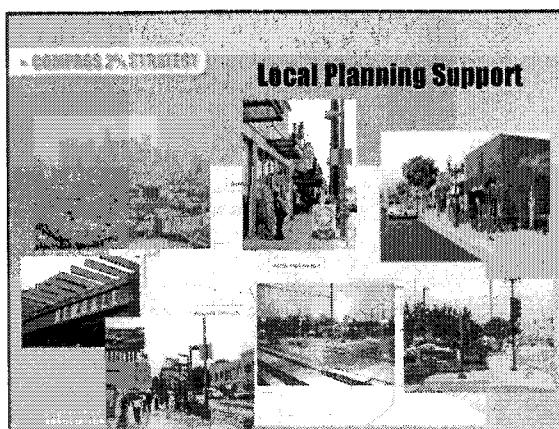












Southern Calif
 > COMPASS 2% STRATEGY



Component B:
 Develop partnerships
 with local
 governments,
 developers, non-
 profits, etc. to initiate
 and complete 25-30
 Demonstration
 Projects throughout
 the SCAG region

ROI - maximized conditions

COMPASS 2% STRATEGY

25-30 Demonstration Projects
 throughout the SCAG region

- Bottom-up Approach
 - Develop engaged partners
 - Must be reality based
 - Opportunity to innovate and set standards
- Leverage Resources
 - Expand participation
 - Enhance funding base
- Manage Resources
 - Experienced Project Teams

COMPASS 2% STRATEGY

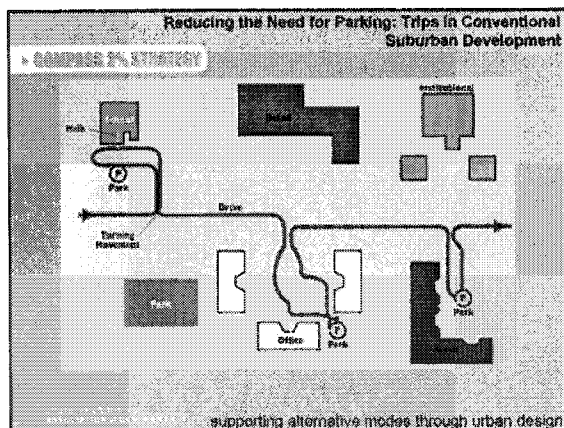
**Choosing from a
 Suite of
 Services**

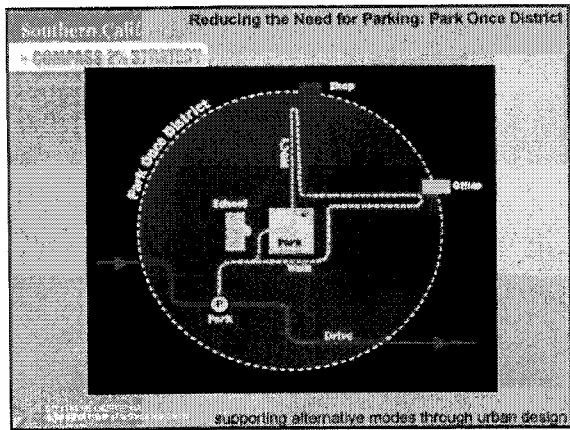
- Fregonese Calthorpe Associates - Planning
- The Planning Center - Planning
- Arellano and Associates - Public Outreach
- Kimley Horn Associates - Transportation
- Solimar - Analysis, GIS
- Calthorpe Associates - Urban Design

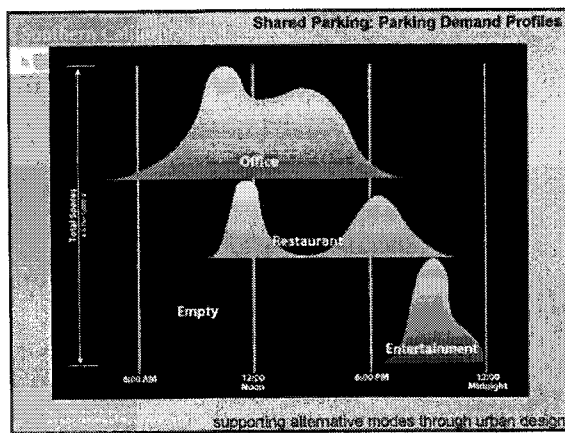
Southern California
CHOOSING FROM A SUITE OF SERVICES

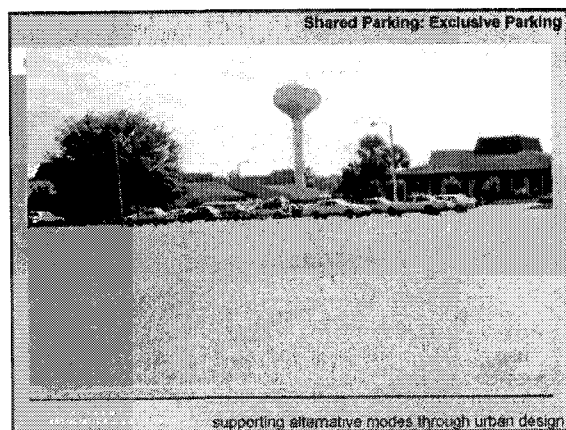
- Tipping Point Analysis
- Redevelopment strategy
- Small site workshops
- Urban design solutions
- Development of code amendments
- Public Involvement
- Photo simulations
- Economic development strategies
- Transit Studies
- Parking Analysis
- Funding Strategies

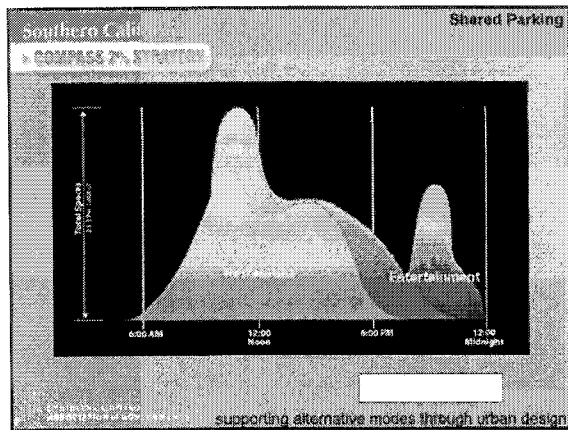
Southern California
Parking Analysis

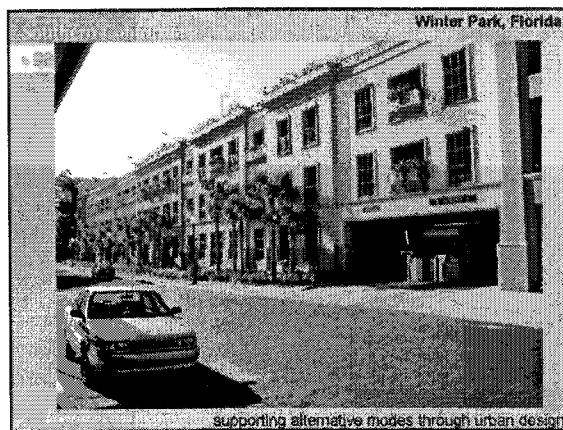


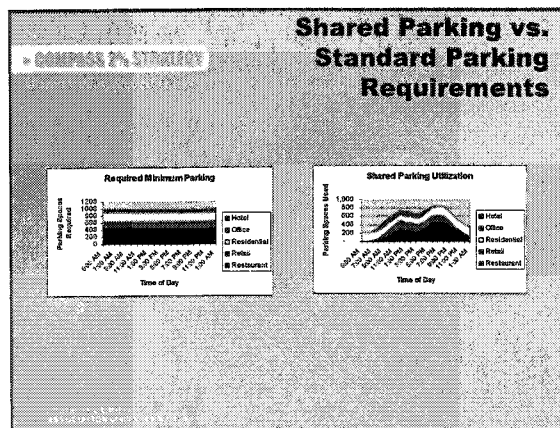


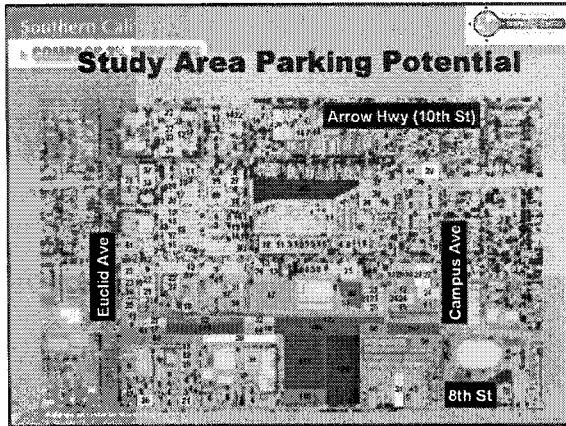


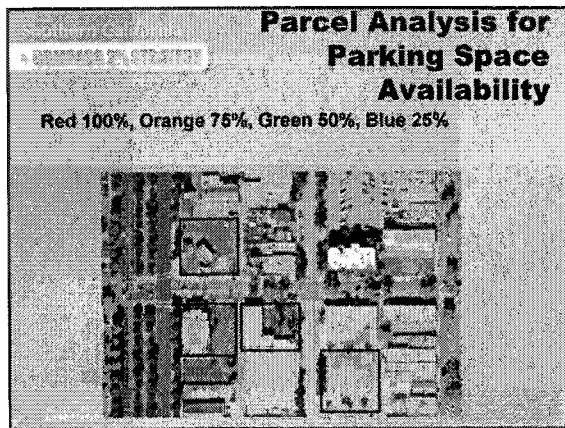


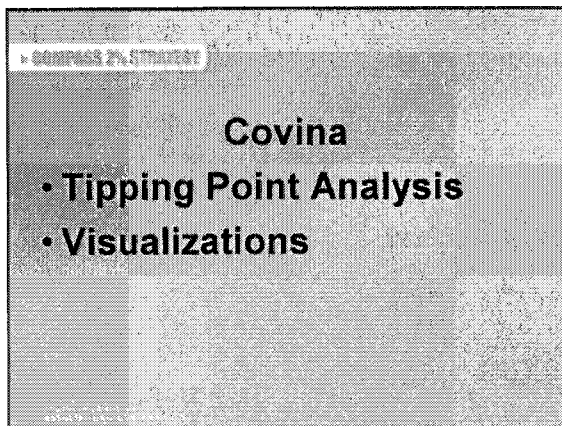








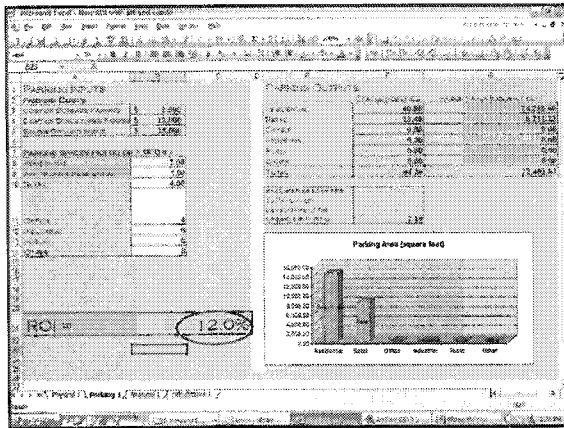


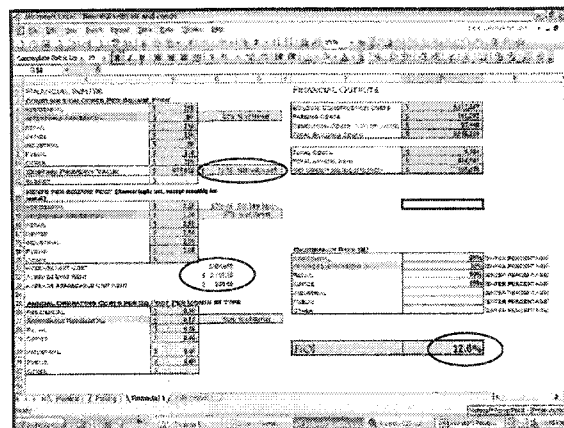


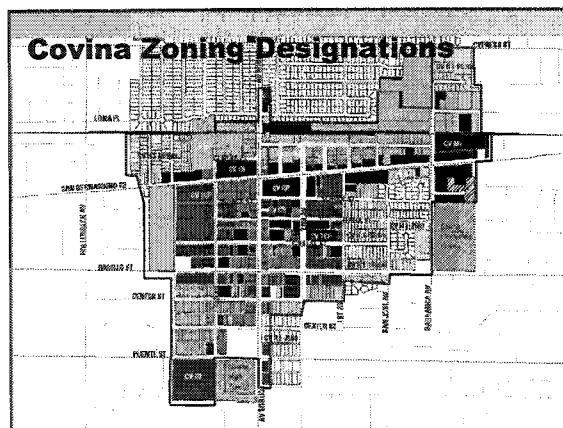
Southern California
REDEVELOPMENT FORMULA

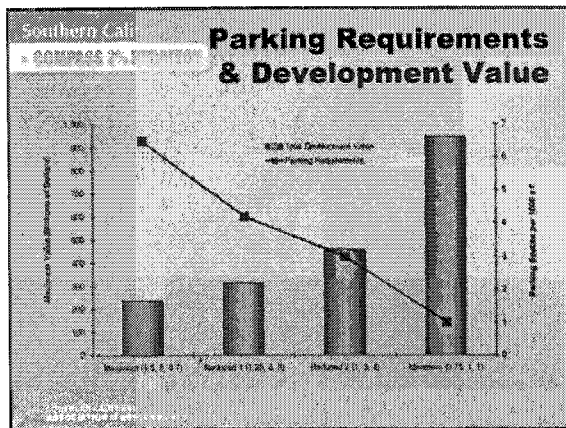
- A potential redevelopment project (private) produces more income, annually, than expense.
- **Income (rent) = Σ Residential Rents + Σ Commercial Rents**
- **Expense (cost) = Σ acquisition, demolition, construction, misc. costs**
- **Income > Expense = potential to redevelop**

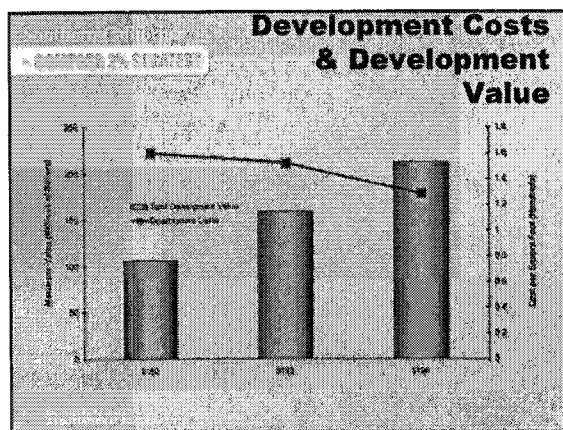
Return on Investment Using GIS

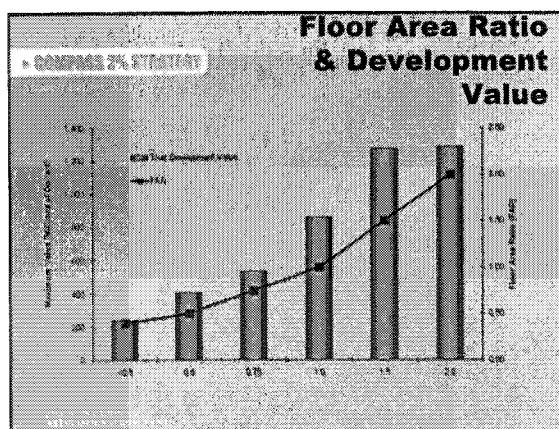


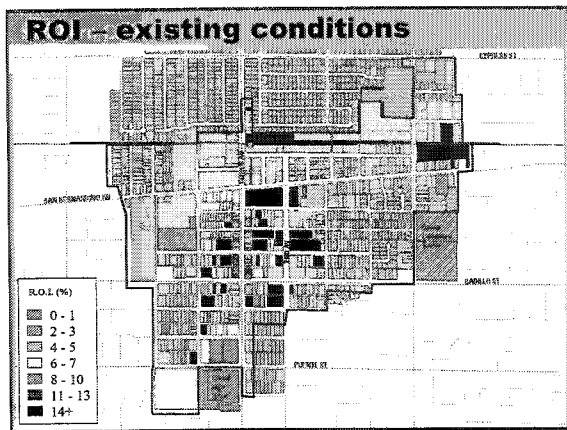


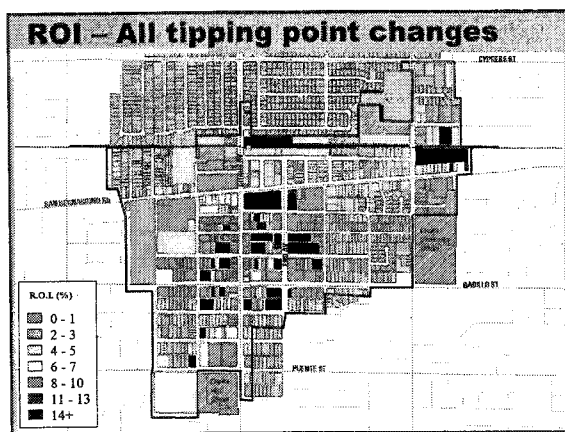


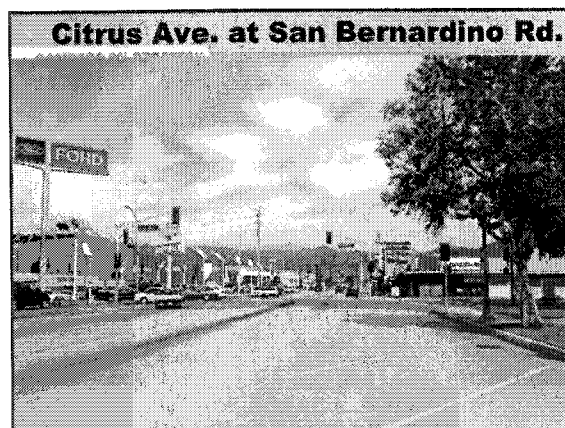


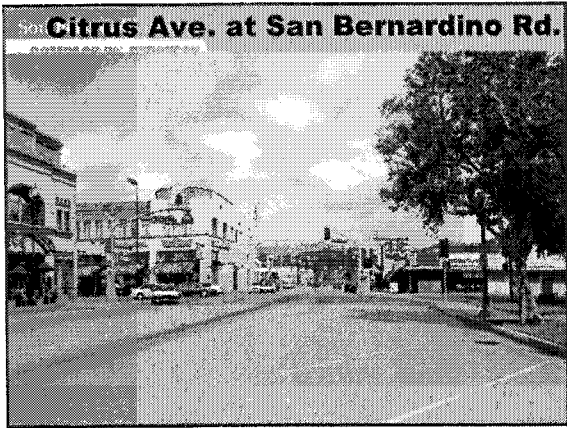


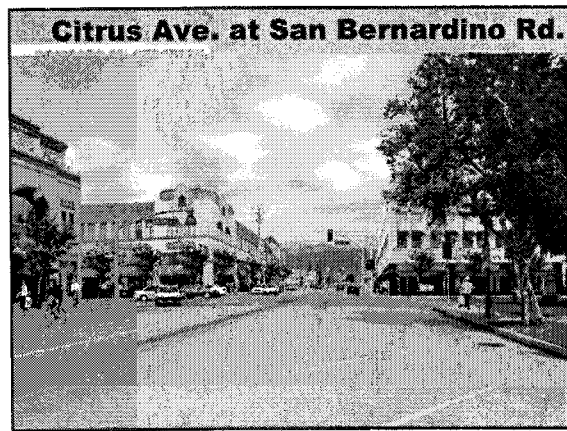


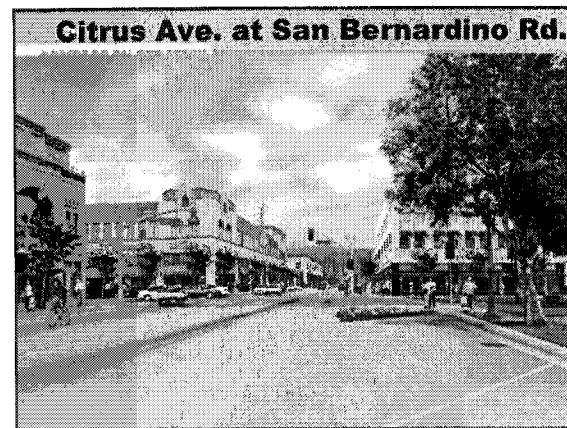


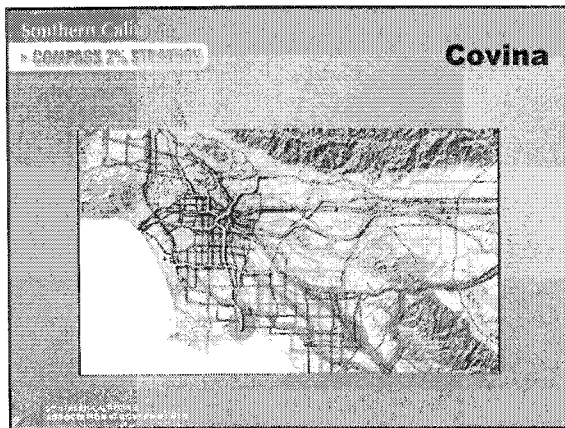


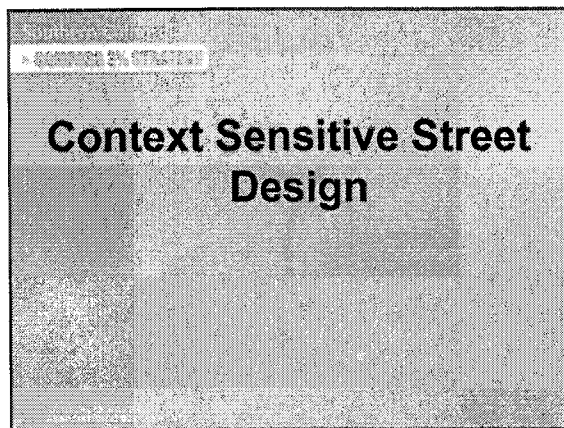


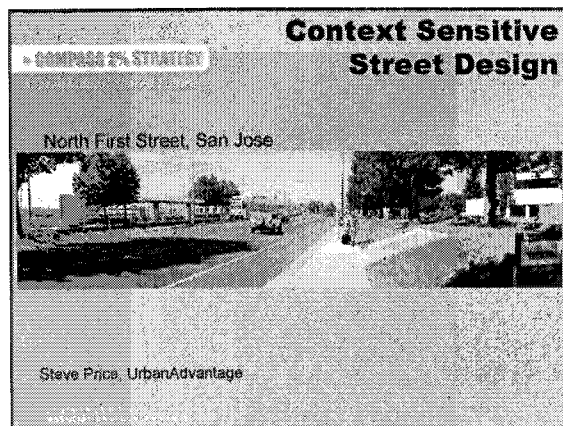


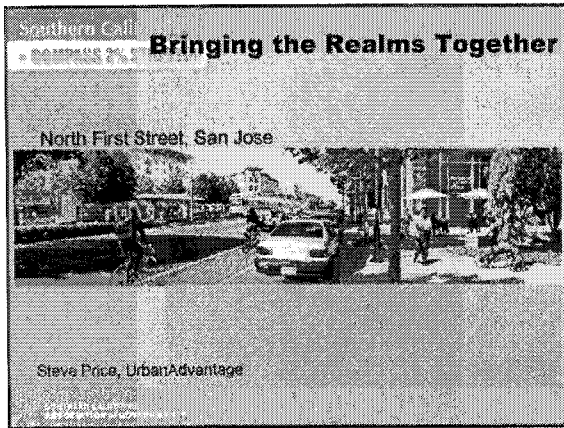


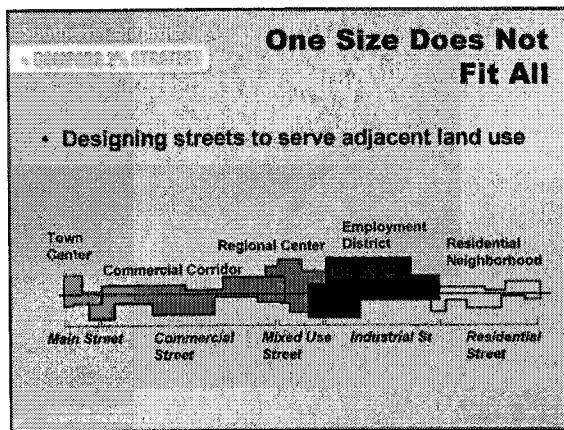


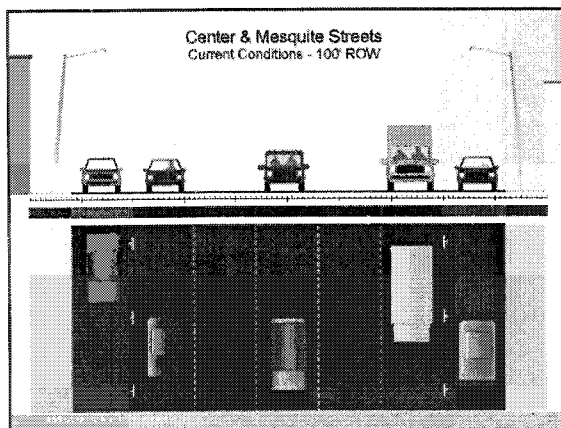


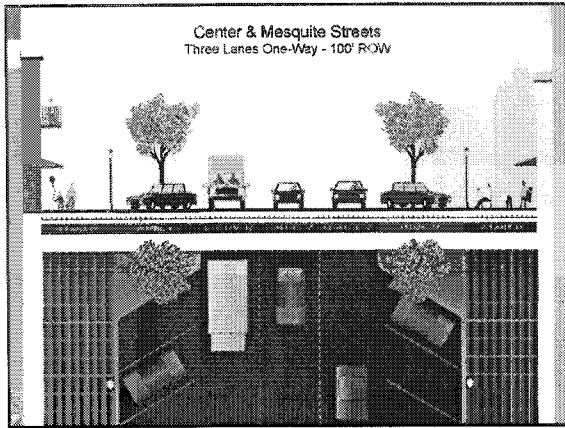


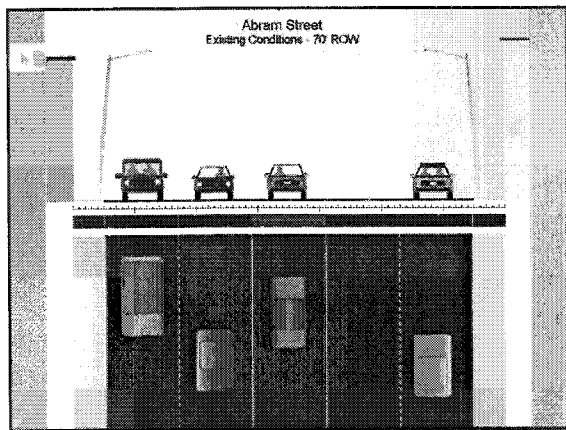


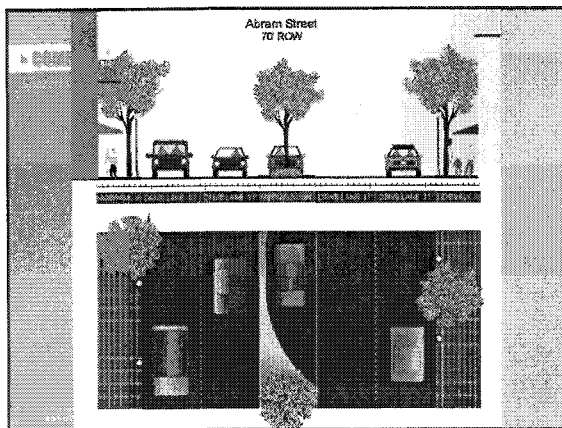


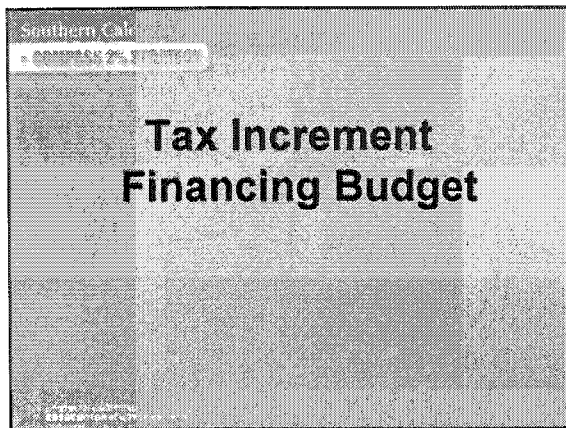


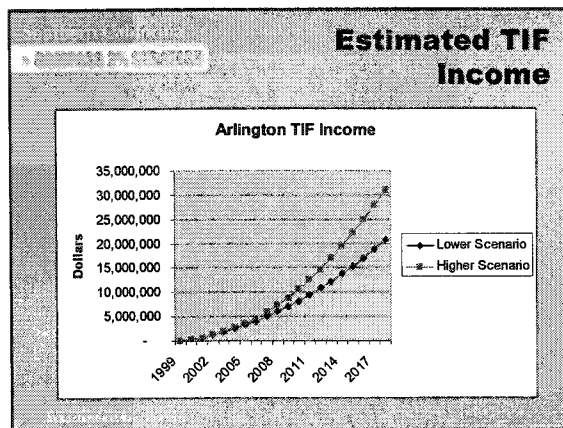










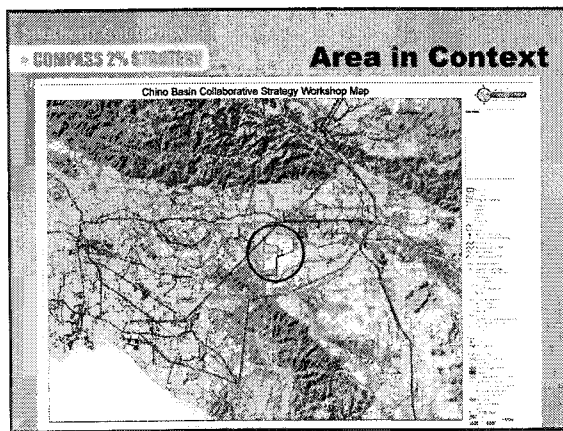


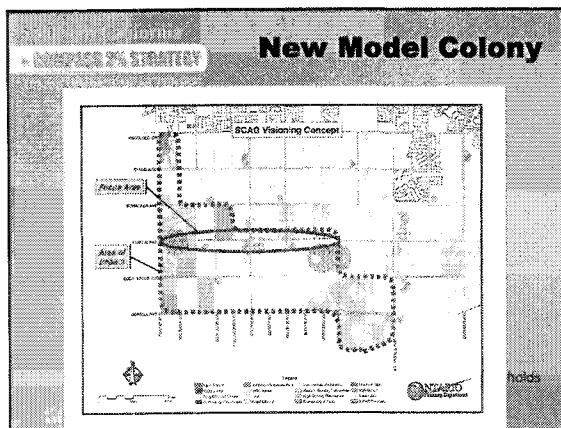
Recommended expenditure plan for the TIF over the next 10 years

COMPARISON 2% STRATEGY

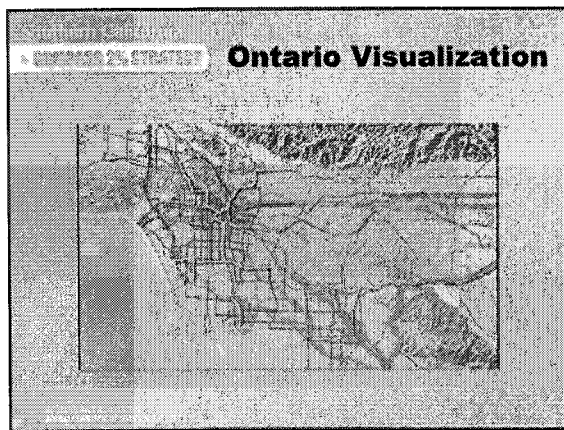
	2005	2006	2007	2008	2009
TIF Annual Budget Forecast - Revenue					
Appraised Value Shared	\$ 27,118,436	\$ 30,828,436	\$ 34,498,436	\$ 38,138,436	\$ 41,878,436
Annual Revenue	\$ 642,731	\$ 730,187	\$ 817,643	\$ 905,100	\$ 992,556
Beginning Balance	\$ 2,535,613	\$ 2,415,800	\$ 2,565,943	\$ 2,784,918	\$ 3,071,517
TIF Annual Budget Forecast - Expenditure					
TIF Management Expenses	\$ 50,000	\$ 55,000	\$ 60,500	\$ 66,550	\$ 73,225
Annual Streetfront Improvement Grants	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
Annual Streetscape Improvement Program	\$ 250,000	\$ 262,500	\$ 275,625	\$ 289,406	\$ 303,877
Piazza Improvements	\$ 200,000				
Parking Structure 1 (200 spaces)					
Direct Development Assistance	\$ 300,000	\$ 300,000	\$ 300,000	\$ 300,000	\$ 300,000

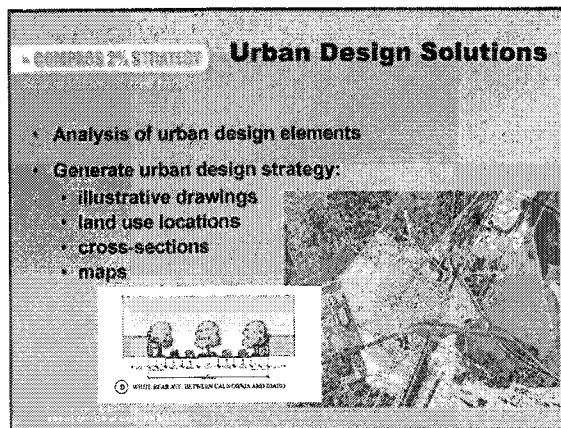


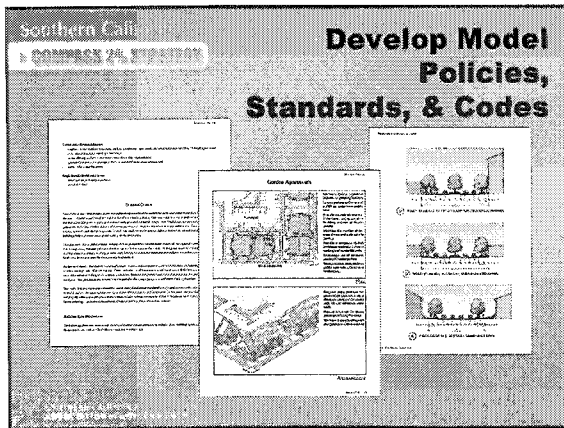


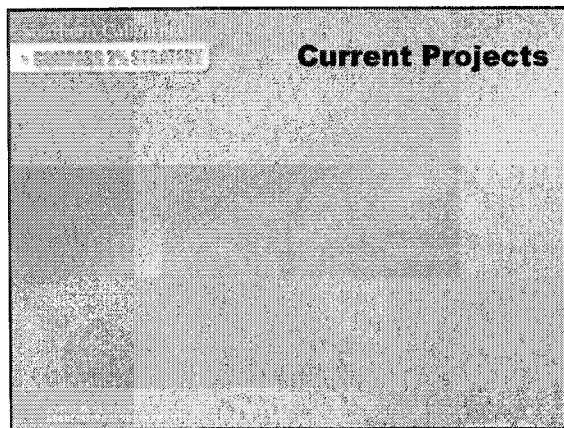


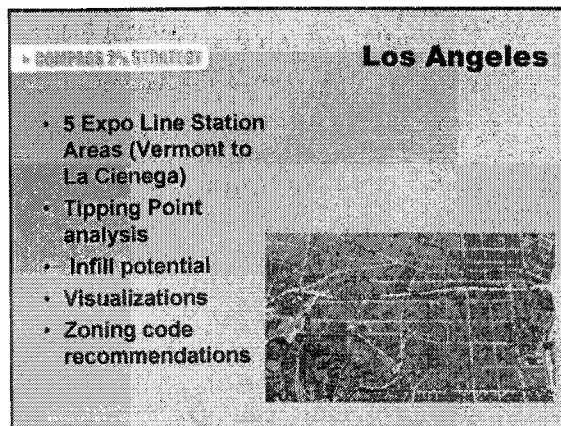













Southern California
COMPASS 2% STRATEGY

San Bernardino


- **Downtown**
 - Clarify possible and preferred land uses
 - Identify opportunities for developing particular sites
 - Visualize appearance
 - Prepare a public education process



Southern California
COMPASS 2% STRATEGY

Rolling Hills


- Analyze new codes for financial feasibility
- Workshop with stakeholders
- Develop a parking strategy
- Create visualizations
- Context Sensitive Design
- Perform market analysis
- Provide advice as needed by reviewing projects that are submitted to the City during the Demonstration Project process



Southern California
COMPASS 2% STRATEGY

Montclair

- Downtown Plan being adopted
- Visualizations
- Tipping Point
- Public Involvement assistance
- Marketing analysis
- Context Sensitive Street Design

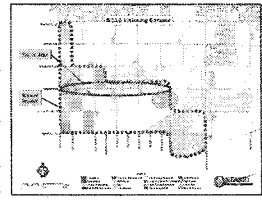


Southern California

COMPASS 2% STUDY

Ontario

- Phase 2
- Public Involvement
- Economic Development Program
- Detailed transportation modeling
- EIR Scan -
- Preliminary impact assessment




COMPASS 2% STUDY

Southern California

COMPASS 2% STUDY

Riverside TOD

- 5 TOD Areas
- Corona, Hemet, Perris, Moreno Valley, Riverside
- Infill Potential
- Ridership Impact
- Design Options
- Feasibility
- Tipping Point
- Visualizations



COMPASS 2% STUDY

Southern California

COMPASS 2% STUDY

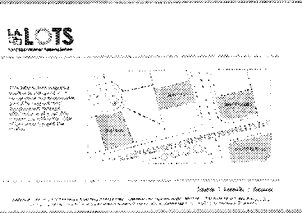
Current Plans

- 14 projects, covering Los Angeles, Riverside, & San Bernardino Counties
- No projects yet from Orange, Ventura, or Imperial Counties
- 16 slots left
- Upcoming events:
 - Targeted marketing
 - Road Trip by consultants
 - Second Round Competition

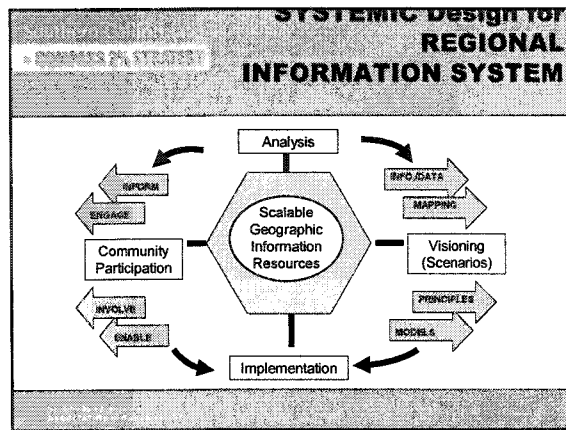
COMPASS 2% STUDY

Southern California
COMPASS 2% STRATEGY

LA LOTS

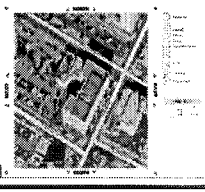


Component C:
Develop a web-based interactive data and mapping tool for 5 counties similar to and compatible with the existing LA LOTS program



SCALABLE GEOGRAPHIC ANALYSIS

COMPASS 2% STRATEGY

	REGIONAL	
STAGE 1	COUNTY/CITY	
STAGE 2	NEIGHBORHOOD STRATEGY AREAS	
STAGE 3	BLOCK LEVEL	
STAGE 4	PROPERTY/PARCEL	
	POINTS (LAT/LON)	

